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| Question Paper Name : | Introduction to Visual Communication 26th March 2021 Shift 1 |
| Subject Name : | Introduction to Visual Communication |
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| Number of Questions : | 100 |
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Introduction to Visual Communication

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|--------------------------------------|-----------|
| Group Number : | 1 |
| Group Id : | 864351203 |
| Group Maximum Duration : | 0 |
| Group Minimum Duration : | 120 |
| Show Attended Group? : | No |
| Edit Attended Group? : | No |
| Break time : | 0 |
| Group Marks : | 100 |
| Is this Group for Examiner? : | No |

Introduction to Visual Communication-1

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|--------------------------------|-----------|
| Section Id : | 864351669 |
| Section Number : | 1 |
| Section type : | Online |
| Mandatory or Optional : | Mandatory |
| Number of Questions : | 100 |

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|--|-----------|
| Number of Questions to be attempted : | 100 |
| Section Marks : | 100 |
| Mark As Answered Required? : | Yes |
| Sub-Section Number : | 1 |
| Sub-Section Id : | 864351892 |
| Question Shuffling Allowed : | Yes |

Question Number : 1 Question Id : 86435116333 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who produced animatronics for the first time?

1. Walt Disney
2. Warner Brothers
3. Fliescher Studios
4. None of these

Options :

- 86435155427. 1
- 86435155428. 2
- 86435155429. 3
- 86435155430. 4

Question Number : 2 Question Id : 86435116334 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

From which language the term 'animation' has stemmed?

1. English
2. Latin
3. German
4. None of these

Options :

- 86435155431. 1

86435155432. 2

86435155433. 3

86435155434. 4

Question Number : 3 Question Id : 86435116335 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

According to Pierce, what is an iconic sign?

1. It is mimetic and resembles object.
2. It is a metaphor.
3. It is a Simile.
4. None of these.

Options :

86435155435. 1

86435155436. 2

86435155437. 3

86435155438. 4

Question Number : 4 Question Id : 86435116336 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Denotation means what?

1. Direct literal meaning.
2. It is an indirect meaning.
3. It is a metaphor.
4. None of these.

Options :

86435155439. 1

86435155440. 2

86435155441. 3

86435155442. 4

Question Number : 5 Question Id : 86435116337 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is a connotation?

1. Secondary, cultural local meaning.
2. Actual meaning, nationally applicable.
3. A Simile.
4. None of the above.

Options :

- 86435155443. 1
- 86435155444. 2
- 86435155445. 3
- 86435155446. 4

Question Number : 6 Question Id : 86435116338 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who introduced 'analogical thinking' as a set of skills required for a visual communicator?

1. Howard Gardner
2. Paul Lester
3. Griffith
4. None of these

Options :

- 86435155447. 1
- 86435155448. 2
- 86435155449. 3
- 86435155450. 4

Question Number : 7 Question Id : 86435116339 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who described the need of 'critical thinking' in visual literacy?

1. Howard Gardner
2. Griffith
3. Paul Lester
4. None of these

Options :

- 86435155451. 1
- 86435155452. 2
- 86435155453. 3
- 86435155454. 4

Question Number : 8 Question Id : 86435116340 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is visual literacy?

1. Awareness signs
2. Knowledge of semiotics
3. Set of hierarchy of skills
4. None of these

Options :

- 86435155455. 1
- 86435155456. 2
- 86435155457. 3
- 86435155458. 4

Question Number : 9 Question Id : 86435116341 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who discovered the technique to 'parse' continuous actions into sequences of partial views as an important step to visual literacy?

1. Metz
2. Bhaktin
3. Griffith
4. None of these

Options :

- 86435155459. 1
- 86435155460. 2
- 86435155461. 3
- 86435155462. 4

Question Number : 10 Question Id : 86435116342 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who coined the label 'visual age'?

1. Goerge Grebner
2. McLuhan and Power
3. George Berkeley
4. None of these

Options :

- 86435155463. 1
- 86435155464. 2
- 86435155465. 3
- 86435155466. 4

Question Number : 11 Question Id : 86435116343 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who discovered the '*Principle of Uncertainty*'?

1. Albert Einstein
2. Werner Heisenberg
3. Niels Bohr
4. None of these

Options :

- 86435155467. 1
- 86435155468. 2
- 86435155469. 3
- 86435155470. 4

Question Number : 12 Question Id : 86435116344 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What do behaviorists study in cultural studies?

1. Psychology
2. Anthropology
3. Observe and measure real world
4. None of these

Options :

- 86435155471. 1
- 86435155472. 2
- 86435155473. 3
- 86435155474. 4

Question Number : 13 Question Id : 86435116345 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What do phenomenologists study?

1. Syntagm
2. Metonymy
3. A person's introspective experience
4. None of these

Options :

86435155475. 1

86435155476. 2

86435155477. 3

86435155478. 4

Question Number : 14 Question Id : 86435116346 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who discovered four part semiotics model?

1. Saussure
2. Pierce
3. Mitchell
4. None of these

Options :

86435155479. 1

86435155480. 2

86435155481. 3

86435155482. 4

Question Number : 15 Question Id : 86435116347 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is Douglas Ehninger famous for?

1. Spirituality
2. Religion
3. Rhetoric
4. None of the above

Options :

86435155483. 1

86435155484. 2

86435155485. 3

86435155486. 4

Question Number : 16 Question Id : 86435116348 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who stated that the rhetorical theory is created to study of discourse?

1. Hart
2. Kenneth Burke
3. David Zarefsky
4. None of these

Options :

86435155487. 1

86435155488. 2

86435155489. 3

86435155490. 4

Question Number : 17 Question Id : 86435116349 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Where should the teacher write the title of the lesson on a chalkboard?

1. Right hand corner
2. Bottom
3. Top
4. Left hand corner

Options :

- 86435155491. 1
- 86435155492. 2
- 86435155493. 3
- 86435155494. 4

Question Number : 18 Question Id : 86435116350 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which is the method to enlarge a chart?

1. Pantograph
2. Flip Chart
3. Magnetic board
4. None of these

Options :

- 86435155495. 1
- 86435155496. 2
- 86435155497. 3
- 86435155498. 4

Question Number : 19 Question Id : 86435116351 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which year is considered as the birth year of photography?

1. 1868
2. 1839
3. 1850
4. None of these

Options :

- 86435155499. 1
- 86435155500. 2
- 86435155501. 3
- 86435155502. 4

Question Number : 20 Question Id : 86435116352 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What type of photography is used for developing commercially viable photographs?

1. Niepce's Photography
2. Daguerre type
3. Paper based calotype negative
4. None of these

Options :

- 86435155503. 1
- 86435155504. 2
- 86435155505. 3
- 86435155506. 4

Question Number : 21 Question Id : 86435116353 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who invented paper based calotype negative and salt process of photography?

1. Luis Daguerre
2. Nicephore Niepce
3. William Henry Talbot
4. None of these

Options :

86435155507. 1

86435155508. 2

86435155509. 3

86435155510. 4

Question Number : 22 Question Id : 86435116354 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

How many cities had television stations in India up to 1975?

1. 5
2. 2
3. 7
4. None of these

Options :

86435155511. 1

86435155512. 2

86435155513. 3

86435155514. 4

Question Number : 23 Question Id : 86435116355 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

When was SITE launched in India?

1. 1975
2. 1979
3. 1980
4. None of these

Options :

- 86435155515. 1
- 86435155516. 2
- 86435155517. 3
- 86435155518. 4

Question Number : 24 Question Id : 86435116356 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

When was colour television introduced in India?

1. 1982
2. 1975
3. 1980
4. None of these

Options :

- 86435155519. 1
- 86435155520. 2
- 86435155521. 3
- 86435155522. 4

Question Number : 25 Question Id : 86435116357 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

When was *Prasar Bharati* established?

1. 1997
2. 1982
3. 1975
4. None of these

Options :

- 86435155523. 1
- 86435155524. 2
- 86435155525. 3
- 86435155526. 4

Question Number : 26 Question Id : 86435116358 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Who used the term 'narrative logic'?

1. Gregory Bateson
2. Hayden White
3. Walter Fischer
4. None of these

Options :

- 86435155527. 1
- 86435155528. 2
- 86435155529. 3
- 86435155530. 4

Question Number : 27 Question Id : 86435116359 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

'We understand our lives in terms of narrative.' Who said this?

1. Alasdair McIntyre
2. Gregory Bateson
3. Hayden White
4. None of these

Options :

86435155531. 1

86435155532. 2

86435155533. 3

86435155534. 4

Question Number : 28 Question Id : 86435116360 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who offered a typology of narrative functions to classify and interpret culturally literary texts?

1. Levi Strauss
2. Roland Barthes
3. Vladimir Propp
4. None of these

Options :

86435155535. 1

86435155536. 2

86435155537. 3

86435155538. 4

Question Number : 29 Question Id : 86435116361 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which is considered as a prize subject and foundation for all philosophies?

1. Representation
2. Rhetoric
3. Phenomenology
4. None of the above

Options :

86435155539. 1

86435155540. 2

86435155541. 3

86435155542. 4

Question Number : 30 Question Id : 86435116362 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who described the term 'intentionality' as underlying structure of all experiences such as perception, thought, etc.?

1. Husserl
2. Heidegger
3. Jean-Paul Satre
4. None of these

Options :

86435155543. 1

86435155544. 2

86435155545. 3

86435155546. 4

Question Number : 31 Question Id : 86435116363 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The latin term 'phenomenologia' was introduced by whom?

1. Christopher Friedrich Octinger
2. Heidegger
3. Merleau-Ponty
4. None of these

Options :

86435155547. 1
86435155548. 2
86435155549. 3
86435155550. 4

Question Number : 32 Question Id : 86435116364 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who wrote the book 'Phenomenology of Spirit'?

1. Heidegger
2. Husserl
3. Hegel
4. None of these

Options :

86435155551. 1
86435155552. 2
86435155553. 3
86435155554. 4

Question Number : 33 Question Id : 86435116365 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who has produced the first ever classic work '*Orientalism*' opposing Western *Eurocentricism*?

1. Edward Said
2. Miike
3. Georget Wang
4. None of these

Options :

86435155555. 1

86435155556. 2

86435155557. 3

86435155558. 4

Question Number : 34 Question Id : 86435116366 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who suggested five approaches to de-Westernizing communication research?

1. Miike
2. Georget Wang
3. Gunaratne
4. None of these

Options :

86435155559. 1

86435155560. 2

86435155561. 3

86435155562. 4

Question Number : 35 Question Id : 86435116367 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who talked about the legitimacy of 'Western superiority' over the rest of the world?

1. Miike
2. Edward Said
3. Stuart Hall
4. None of these

Options :

86435155563. 1
86435155564. 2
86435155565. 3
86435155566. 4

Question Number : 36 Question Id : 86435116368 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which text offers the best befitting response to Marxism from India?

1. *Shankara's Advaita*
2. *Panchatantra*
3. *Vakyapadi*
4. None of these

Options :

86435155567. 1
86435155568. 2
86435155569. 3
86435155570. 4

Question Number : 37 Question Id : 86435116369 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which is an Indian equivalent text from ancient India that talks about 'Global Village' of Marshall McLuhan'?

1. Vasudhaika Kutumbam of Mahopanishad
2. Ramayana
3. Arthasastra
4. None of these

Options :

- 86435155571. 1
- 86435155572. 2
- 86435155573. 3
- 86435155574. 4

Question Number : 38 Question Id : 86435116370 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who was the first scholar to observe the significance of Indian traditions to Indian film narrative?

1. Rajadhyaksha and Willeman
2. Burnow and Krishnaswamy
3. Thoraval
4. None of these

Options :

- 86435155575. 1
- 86435155576. 2
- 86435155577. 3
- 86435155578. 4

Question Number : 39 Question Id : 86435116371 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who coined the term Bollywoodization?

1. Rajadhyaksha
2. Madhava Prasad
3. Ravi Vasudevan
4. None of these

Options :

86435155579. 1

86435155580. 2

86435155581. 3

86435155582. 4

Question Number : 40 Question Id : 86435116372 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who proposed 'Bollywood' as a representative of all 'portable entertainment industry' of India?

1. Ravi Vasudevan
2. Madhava Prasad
3. Rajadhyaksha
4. None of these

Options :

86435155583. 1

86435155584. 2

86435155585. 3

86435155586. 4

Question Number : 41 Question Id : 86435116373 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who was the first Western scholar who laid emphasis on Indian cinema from its ancient traditions of '*rasa*' and '*bhava*'?

1. Robert Stam
2. Thoraval
3. Willeman
4. None of these

Options :

- 86435155587. 1
- 86435155588. 2
- 86435155589. 3
- 86435155590. 4

Question Number : 42 Question Id : 86435116374 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Whose name was assigned to silhouette?

1. French Finance Minister
2. Spanish Defence Minister
3. Russian Film Director
4. None of these

Options :

- 86435155591. 1
- 86435155592. 2
- 86435155593. 3
- 86435155594. 4

Question Number : 43 Question Id : 86435116375 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The dark shape and outline of someone or something visible in restricted light against a bright background in a photograph or in a shot of 24 frames is called a _____?

1. Shade
2. Shadow
3. Silhouette
4. None of these

Options :

- 86435155595. 1
- 86435155596. 2
- 86435155597. 3
- 86435155598. 4

Question Number : 44 Question Id : 86435116376 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The definition of 'Communication' implies which one of the following?

1. Shouting
2. Crying
3. Sharing
4. Gesticulating

Options :

- 86435155599. 1
- 86435155600. 2
- 86435155601. 3
- 86435155602. 4

Question Number : 45 Question Id : 86435116377 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The word '*Communicare*' has hailed from which language?

1. French
2. German
3. Latin
4. Greek

Options :

- 86435155603. 1
- 86435155604. 2
- 86435155605. 3
- 86435155606. 4

Question Number : 46 Question Id : 86435116378 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

'*Saadharanikaran*' forms the first ever core evidence for

1. Western Media Theory
2. Chinese Communication Theory
3. Indian Communication Theory
4. Latin Communication Theory

Options :

- 86435155607. 1
- 86435155608. 2
- 86435155609. 3
- 86435155610. 4

Question Number : 47 Question Id : 86435116379 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which model of Communication refers to religions?

1. Transport model
2. Transmission model
3. Harold Lasswell model
4. Islamic Communication model

Options :

- 86435155611. 1
- 86435155612. 2
- 86435155613. 3
- 86435155614. 4

Question Number : 48 Question Id : 86435116380 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which model offers feedback from the sender?

1. Shannon & Weaver
2. Berlo
3. Osgood and Schram
4. Harold Lasswell

Options :

- 86435155615. 1
- 86435155616. 2
- 86435155617. 3
- 86435155618. 4

Question Number : 49 Question Id : 86435116381 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is Renaissance?

1. Revival of idolatry
2. Worshipping God in Church
3. Cultural transformation to modernity
4. None of these

Options :

86435155619. 1

86435155620. 2

86435155621. 3

86435155622. 4

Question Number : 50 Question Id : 86435116382 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which countries led the Renaissance movements?

1. US
2. Australia
3. India
4. The European countries led by Italy

Options :

86435155623. 1

86435155624. 2

86435155625. 3

86435155626. 4

Question Number : 51 Question Id : 86435116383 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In which areas the 'Renaissance' showed perceivable changes?

1. Philosophy
2. Sociology
3. Literature
4. Sculpture, Arts & Science, Mathematics

Options :

86435155627. 1

86435155628. 2

86435155629. 3

86435155630. 4

Question Number : 52 Question Id : 86435116384 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is participatory communication?

1. Sharing of flow of communication at various steps and levels till it reaches grass roots.
2. Dictating the messages to all the stake holders from top to bottom.
3. Sending messages in multiple steps to grass root level.
4. None of these.

Options :

86435155631. 1

86435155632. 2

86435155633. 3

86435155634. 4

Question Number : 53 Question Id : 86435116385 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which branch of political science, the research of Lasswell belonged to?

1. Philosophy
2. Mathematics
3. Biological Sciences
4. Propaganda

Options :

86435155635. 1

86435155636. 2

86435155637. 3

86435155638. 4

Question Number : 54 Question Id : 86435116386 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In short, visual images have _____ appeal, while verbal arguments are grabbed by the _____ for processing.

1. Thalamus, Amygdala
2. Corpus Collasum, neural network
3. right brain, left brain
4. None of these

Options :

86435155639. 1

86435155640. 2

86435155641. 3

86435155642. 4

Question Number : 55 Question Id : 86435116387 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which is most important element for analyzing an image?

1. Spatial Orientation
2. Muscular Sensation
3. Genre
4. None of these

Options :

86435155643. 1

86435155644. 2

86435155645. 3

86435155646. 4

Question Number : 56 Question Id : 86435116388 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Colour and typography contribute to the image's _____.

1. Colours
2. Style and tone
3. Shades
4. None of these

Options :

86435155647. 1

86435155648. 2

86435155649. 3

86435155650. 4

Question Number : 57 Question Id : 86435116389 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What provides a third frame work of spatial orientation kinaesthetically?

1. Colour and image
2. Spatial orientation
3. Muscular orientation
4. None of these

Options :

86435155651. 1

86435155652. 2

86435155653. 3

86435155654. 4

Question Number : 58 Question Id : 86435116390 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Who has established visual activity in 'seeing'?

1. Gregory
2. Gombrich
3. Merleau-Ponty
4. None of these

Options :

86435155655. 1

86435155656. 2

86435155657. 3

86435155658. 4

Question Number : 59 Question Id : 86435116391 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which is the book that Max Wertheimer has published?

1. Productive Thinking
2. The Art of Seeing
3. Phi-phenomenon
4. None of these

Options :

- 86435155659. 1
- 86435155660. 2
- 86435155661. 3
- 86435155662. 4

Question Number : 60 Question Id : 86435116392 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who has written the book 'The art of seeing'?

1. Koffka
2. Kohler
3. Aldous Huxley
4. None of these

Options :

- 86435155663. 1
- 86435155664. 2
- 86435155665. 3
- 86435155666. 4

Question Number : 61 Question Id : 86435116393 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who started the cognitive school of Psychology?

1. Carl Stumpf
2. Oswald Kulpe
3. Max Wertheimer
4. None of these

Options :

86435155667. 1
86435155668. 2
86435155669. 3
86435155670. 4

Question Number : 62 Question Id : 86435116394 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What do the colours of Gods signify?

1. Their roles, duties and their presence as Gods.
2. Their beauty.
3. Their supernatural powers.
4. None of these.

Options :

86435155671. 1
86435155672. 2
86435155673. 3
86435155674. 4

Question Number : 63 Question Id : 86435116395 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What do the products derived from Ayurveda illustrate?

1. The Vedic Power
2. The eco-friendly approach
3. Colours of source products they are derived from.
4. None of these

Options :

86435155675. 1

86435155676. 2

86435155677. 3

86435155678. 4

Question Number : 64 Question Id : 86435116396 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Oil paintings and water colour paintings have rich and complex traditions in style and subject matter in the West or East?

1. In the West
2. In the East
3. Middle East
4. None of these

Options :

86435155679. 1

86435155680. 2

86435155681. 3

86435155682. 4

Question Number : 65 Question Id : 86435116397 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Ink and colour ink dominated painting cultures are common in the East or West?

1. In the West
2. In the East
3. Middle East
4. None of these

Options :

- 86435155683. 1
- 86435155684. 2
- 86435155685. 3
- 86435155686. 4

Question Number : 66 Question Id : 86435116398 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Modern and contemporary art have moved away from the historic value of craft and documentation in favour of _____ almost leading the real art form to death.

1. Concept
2. Realism
3. Surrealism
4. None of these

Options :

- 86435155687. 1
- 86435155688. 2
- 86435155689. 3
- 86435155690. 4

Question Number : 67 Question Id : 86435116399 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What are the different Western social theories associated with digital painting styles? State any two only.

1. Psychology, Marxism.
2. Postmodernism, Realism.
3. Structuralism, Behaviouralism.
4. None of these.

Options :

- 86435155691. 1
- 86435155692. 2
- 86435155693. 3
- 86435155694. 4

Question Number : 68 Question Id : 86435116400 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Sculpture in _____ survives far better than the works done on perishable materials.

1. Canvas
2. Cloth
3. Stone/rock
4. None of these

Options :

- 86435155695. 1
- 86435155696. 2
- 86435155697. 3
- 86435155698. 4

Question Number : 69 Question Id : 86435116401 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Sculpture role is central in _____ Culture.

1. Romantic
2. Devotional
3. Sports
4. None of these

Options :

- 86435155699. 1
- 86435155700. 2
- 86435155701. 3
- 86435155702. 4

Question Number : 70 Question Id : 86435116402 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is the significance of red colour for youth?

1. Grief
2. Disappointment
3. Excitement, urgency and hunger
4. None of these

Options :

- 86435155703. 1
- 86435155704. 2
- 86435155705. 3
- 86435155706. 4

Question Number : 71 Question Id : 86435116403 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is the new age colour?

1. Red
2. Blue
3. Orange
4. None of these

Options :

86435155707. 1

86435155708. 2

86435155709. 3

86435155710. 4

Question Number : 72 Question Id : 86435116404 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What are the brands that you prefer to cite for yellowish colour?

1. Brooke Bond Tea
2. Tata Taj
3. Maggi Noodles and Amul Butter
4. None of these

Options :

86435155711. 1

86435155712. 2

86435155713. 3

86435155714. 4

Question Number : 73 Question Id : 86435116405 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What colour explains the youthfulness of McDonald and KFC?

1. Blue
2. Green
3. Red
4. None of these

Options :

- 86435155715. 1
- 86435155716. 2
- 86435155717. 3
- 86435155718. 4

Question Number : 74 Question Id : 86435116406 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What things paintings have offered us?

1. Beauty
2. History
3. Preserving different traditions
4. None of these

Options :

- 86435155719. 1
- 86435155720. 2
- 86435155721. 3
- 86435155722. 4

Question Number : 75 Question Id : 86435116407 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What paintings are capable of portraying?

1. Style
2. Structure
3. Emotions of people
4. None of these

Options :

86435155723. 1

86435155724. 2

86435155725. 3

86435155726. 4

Question Number : 76 Question Id : 86435116408 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which are the oldest rock-cut caves in India?

1. Bhimbetka caves
2. Ajanta caves
3. Ellora caves
4. None of these

Options :

86435155727. 1

86435155728. 2

86435155729. 3

86435155730. 4

Question Number : 77 Question Id : 86435116409 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which is the oldest UNESCO World Heritage site in India among rock caves?

1. Meenakshi temple
2. Golkonda fort
3. Bhimbetka caves
4. None of these

Options :

86435155731. 1

86435155732. 2

86435155733. 3

86435155734. 4

Question Number : 78 Question Id : 86435116410 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Epics are painted in which school of painting tradition?

1. Mysore
2. Bengal
3. Rajasthani Miniature School
4. None of these

Options :

86435155735. 1

86435155736. 2

86435155737. 3

86435155738. 4

Question Number : 79 Question Id : 86435116411 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

To which school of painting tradition *Brahamasa* and *Ragamala* belong?

1. Mysore
2. Rajasthani Miniature School
3. Bengal
4. None of these

Options :

86435155739. 1

86435155740. 2

86435155741. 3

86435155742. 4

Question Number : 80 Question Id : 86435116412 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which art tradition provided scope for different musical moods according to specific iconographic rules?

1. *Ragamala* Paintings
2. *Brahamasa* Paintings
3. *Pahari* Paintings
4. None of these

Options :

86435155743. 1

86435155744. 2

86435155745. 3

86435155746. 4

Question Number : 81 Question Id : 86435116413 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who study the folkways of culture?

1. Anthropologists
2. Psychologists
3. Marxists
4. None of these

Options :

86435155747. 1

86435155748. 2

86435155749. 3

86435155750. 4

Question Number : 82 Question Id : 86435116414 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Who is Raymond Williams?

1. Expert in Cultural Studies
2. Expert in Aesthetics
3. Expert in Economics
4. None of these

Options :

86435155751. 1

86435155752. 2

86435155753. 3

86435155754. 4

Question Number : 83 Question Id : 86435116415 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Who defined 'culture' as the symbolic life of people and the customs of working class life?

1. Stuart Hall
2. Evans
3. Raymond Williams
4. None of these

Options :

86435155755. 1

86435155756. 2

86435155757. 3

86435155758. 4

Question Number : 84 Question Id : 86435116416 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Who wrote the work on Hegemony?

1. Antonio Gramsci
2. Stuart Hall
3. Raymond Williams
4. None of these

Options :

86435155759. 1

86435155760. 2

86435155761. 3

86435155762. 4

Question Number : 85 Question Id : 86435116417 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Who is the father of European Semiology?

1. Charles S Pierce
2. Ferdinand de Saussure
3. Levi Strauss
4. None of these

Options :

86435155763. 1

86435155764. 2

86435155765. 3

86435155766. 4

Question Number : 86 Question Id : 86435116418 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who authored the work – *A Course in General Linguistics*?

1. Charles S Pierce
2. Levi Strauss
3. Ferdinand de Saussure
4. None of these

Options :

86435155767. 1

86435155768. 2

86435155769. 3

86435155770. 4

Question Number : 87 Question Id : 86435116419 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

According to Saussure, what is a sign?

1. Concept/object
2. Metonymy
3. Paradigm
4. None of these

Options :

86435155771. 1

86435155772. 2

86435155773. 3

86435155774. 4

Question Number : 88 Question Id : 86435116420 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who said that reality or thoughts can be explained as signs?

1. Stuart Hall
2. Ferdinand d Saussure
3. Charles S Pierce
4. None of these

Options :

86435155775. 1

86435155776. 2

86435155777. 3

86435155778. 4

Question Number : 89 Question Id : 86435116421 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who said that logic is only the other name for semiotics, the formal doctrine of signs?

1. Terence Hawkes
2. Ferdinand d Saussure
3. Stuart Hall
4. None of these

Options :

- 86435155779. 1
- 86435155780. 2
- 86435155781. 3
- 86435155782. 4

Question Number : 90 Question Id : 86435116422 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who introduced 'analogical thinking' as a set of skills required for a visual communicator?

1. Howard Gardner
2. Paul Lester
3. Griffith
4. None of these

Options :

- 86435155783. 1
- 86435155784. 2
- 86435155785. 3
- 86435155786. 4

Question Number : 91 Question Id : 86435116423 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who described the need of 'critical thinking' in visual literacy?

1. Howard Gardner
2. Griffith
3. Paul Lester
4. None of these

Options :

86435155787. 1
86435155788. 2
86435155789. 3
86435155790. 4

Question Number : 92 Question Id : 86435116424 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What does 'popular' culture refer to?

1. Who or what has gained popularity
2. Media culture
3. Traditional culture
4. None of these

Options :

86435155791. 1
86435155792. 2
86435155793. 3
86435155794. 4

Question Number : 93 Question Id : 86435116425 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is the frame rate of PAL standard cameras?

1. 20
2. 22
3. 25
4. None of these

Options :

86435155795. 1

86435155796. 2

86435155797. 3

86435155798. 4

Question Number : 94 Question Id : 86435116426 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

How many films does India produce per year now?

1. 1000
2. 2000
3. 1500
4. None of these

Options :

86435155799. 1

86435155800. 2

86435155801. 3

86435155802. 4

Question Number : 95 Question Id : 86435116427 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Diversifying advertisements to regional and local variants constitutes in which tier of strategy?

1. Single Tier
2. Two Tier
3. Three Tier
4. None of these

Options :

- 86435155803. 1
- 86435155804. 2
- 86435155805. 3
- 86435155806. 4

Question Number : 96 Question Id : 86435116428 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What was India's GNP before 1965?

1. 3.5%
2. 4.5%
3. 4.2%
4. None of these

Options :

- 86435155807. 1
- 86435155808. 2
- 86435155809. 3
- 86435155810. 4

Question Number : 97 Question Id : 86435116429 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

When did the World Bank demand to devalue the Indian rupee by 50%?

1. 1976
2. 1979
3. 1966
4. None of these

Options :

86435155811. 1
86435155812. 2
86435155813. 3
86435155814. 4

Question Number : 98 Question Id : 86435116430 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Advertising is an art because of

1. Use of creative faculties
2. Abstract approach
3. Post modern approach
4. None of these

Options :

86435155815. 1
86435155816. 2
86435155817. 3
86435155818. 4

Question Number : 99 Question Id : 86435116431 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What are the three disciplines historically used to study aesthetics?

1. Economics, history, politics
2. Philosophy, art, science
3. Technology, cybernetics, psychology
4. None of these

Options :

86435155819. 1

86435155820. 2

86435155821. 3

86435155822. 4

Question Number : 100 Question Id : 86435116432 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The study of theory of beauty and of the psychological responses to it is called

1. *Mise-en-scene*
2. Marxism
3. Aesthetics
4. None of these

Options :

86435155823. 1

86435155824. 2

86435155825. 3

86435155826. 4